

SALEM/NEW YORK STATUS MEETING

12/11 — 2:00-4:30

All NYM Managers Involved with Salem Test

Location: Queens Division Office

AGENDA

General Performance/learning to date: <ul style="list-style-type: none">• Division AIM trends• Consumer Relations reports• Retailer/consumer feedback	Mark Young/Doug Shouse Update from Shelley Malloy " " Field comments	10 mins. 20 mins.
Retail		1 hour
Product Availability: <ul style="list-style-type: none">• New style distribution• Old graphics product	comments, reports? from Field	
Presence: <ul style="list-style-type: none">• POS/PDI (items, quantities, creative)• Merchandising (permanent, semi-permanent)	update from Yvette/Shelley, input from Field	
Promotion: <ul style="list-style-type: none">• B1G1F (November performance and plan for January)• 30¢ tear-tape box product• Retailer acceptance of Direct Mktg. coupons	input from Field	
Product/Packaging/Advertising	update from Carol R. /Mark L. comments from Field	20 mins.
Field Marketing <ul style="list-style-type: none">• "Green Zones"	review of "Green Zones" geographic dominance strategy by Jack K.	30 mins.

As shown above, the areas identified as "Input from Field" are areas where all NYM Managers **should be prepared** to discuss things that are working, things that are not and recommendations. Give these areas some thought and write down your notes for the meeting.

Mark Young

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